



August 2019

Technological Innovations Group hires Strategic Alliance Technical Director

Cobham, Surrey – 13th August 2019: TIG (Technological Innovations Group), the leading audiovisual sales agency in EMEA, is delighted to announce the appointment of Graham Walsh to the position of Strategic Alliance Technical Director for EMEA.

Responsible for TIG's technical field engagement activities, Graham will oversee the technical lifecycle of solutions, from buying to implementation of a range of workplace software solutions designed to reinvent the meeting experience. Announcing the appointment, TIG CEO Robin van Meeuwen said: "Graham's knowledge of unified communications will be invaluable to the team, enabling us to enhance the way we market our Crestron meeting solutions and to strengthen our existing relationships with Crestron dealers and end users."

Graham adds: "I am excited and honoured to be joining TIG and working with the Crestron product line, especially taking the Microsoft Teams Room story to clients and the channel. It is a great time to join this space as the conference room market is evolving rapidly and having award-winning products such as Creston Flex is a great start."

The established team at TIG have many years of experience and professional expertise, resulting in steady growth and new business opportunities with a focus on the commercial, residential and marine markets. The exclusive sales agency for Crestron in EMEA, TIG provides clients with an entire end-to-end solution, from room scheduling and cloud management to state-of-the-art audio and management and distribution of digital AV and control signals. To complement this offering, TIG also acts as the strategic sales agent for Oblong Industries flagship unified communications solution, Mezzanine. The Mezzanine solution provides commercial projects with an immersive meeting room system that is suitable for spaces of any size, from small huddle zones and meeting rooms to large conference halls and briefing centres.

For more information, please visit www.tig.eu

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About Technological Innovations Group (TIG)

Headed up by Robin van Meeuwen, Technological Innovations Group (TIG) has evolved out of Future Vision Marketing, which was founded in 1987 to distribute Crestron in Europe. The company works with brands at the forefront of leading-edge technology development.

With a hugely experienced leadership team and staff in locations across Europe, partnering with TIG gives organisations - whether in corporate AV, marine, education, residential and more – a real competitive edge over the competition.

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